Employee experience

Impact every step of the employee life cycle to reduce churn + drive growth

▸ Combine point-in-time surveys with always-on feedback
▸ Integrate employee feedback with customer experience data
▸ Keep your workforce engaged + motivated with dynamic action-planning
▸ Answer critical business questions through collaborative insights presentations

EX

SMG's Employee Experience solution helps clients understand and manage the entire employee journey—from the first interview to the last day and every important step in between.

Companies serious about engaging employees know success takes more than a survey. If you're not measuring every aspect of the employee experience—from the first interview to the last day—you're missing out on key improvement opportunities. The smg360® employee experience (EX) solution offers clients the tools they need to improve onboarding, reduce turnover, and drive sustainable engagement.

EX smg360® employee experience

ONBOARD	CORE ENGAGEMENT	ENGAGEMENT CHECK-INS	CUSTOM PULSE TOPICS	ALWAYS-ON VOE	EXIT
Assess recruitment, hiring, training	Measure + benchmark engagement across the company	Keep tabs on your efforts	Get a quick read on emerging issues	Offer an open channel for unsolicited feedback	Understand + manage turnover

service
management
group®

EMPLOYEE ENGAGEMENT

Core engagement survey

Our seminal engagement offering helps clients use employee-provided insights to drive organizational change. By collaborating every step of the way, we help clients go beyond surveys to develop a holistic program that turns questions into insights, and insights into results.

Using a proven set of core questions to assess engagement and leveraging our industry-leading text analytics to understand the why behind the numbers, SMG helps clients set specific goals and use in-platform action planning to achieve them. By demonstrating ROI for the organization and having a notable impact for the front line, this engagement program is capable of gaining traction throughout your company.

That's important—because engaged employees are more likely to be innovative, productive brand ambassadors. And those qualities are critical to driving highly satisfied, loyal consumers who choose your brand over competitors and recommend you to others.

Engagement check-ins

To track progress on your core engagement efforts and continue the conversation on key themes throughout the year, SMG offers engagement check-ins. These short surveys allow brands to follow up on their action plans to make sure concerns are being addressed consistently and effectively. Not only does this encourage companies to make progress against their engagement initiatives, our data shows employees notice the difference. Organizations with the highest levels of follow-through see an 18% increase in engagement on the next core engagement survey

Custom pulse topics

These short, 2–3 minute questionnaires conducted at strategic intervals give SMG clients an easy way to touch base with front-line employees. When used effectively, they can provide a quick read on important organizational issues and help you measure and improve performance during critical periods.

Pulse surveys often cover pertinent HR or operational topics—such as product launches, benefit preferences, or DEI initiatives—giving brands the quickest path to insight by initiating a 2-way conversation with the people closest to the action.
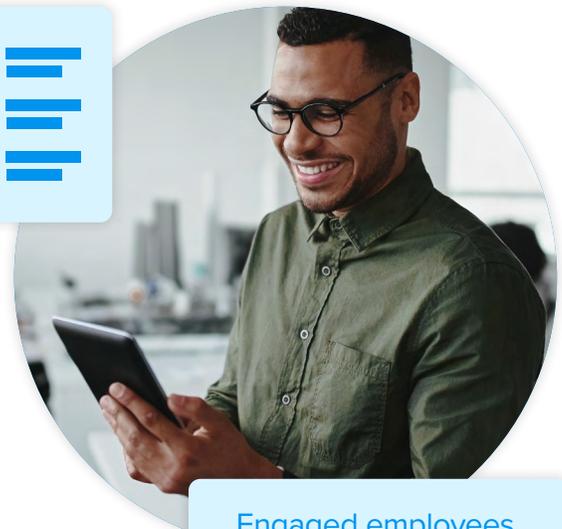
Engaged employees are more likely to be innovative, productive brand ambassadors.

SMG'S CORE ENGAGEMENT SURVEY

Engagement
- Intent to stay
- Brand advocacy
- Job satisfaction
- Energized by work
- Committed to the company

Workplace culture
- Managerial support
- Teamwork
- Growth opportunities
- Recognition
- Benefits + compensation
- Diversity + inclusion

+

Service culture
- Coworker CX commitment
- Manager CX commitment
- Key driver gap analysis

TRADITIONAL EMPLOYEE ENGAGEMENT PROGRAM

EMPLOYEE JOURNEY

Onboard

We all know first impressions matter. But most companies don't have line of sight to how they're acclimating their newest employees, which makes it difficult to effectively manage this first impression.

60%
of employee turnover occurs within the first 90 days
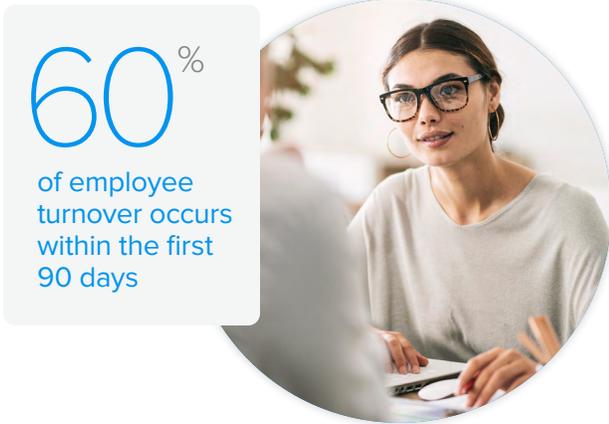
The truth is, it takes a lot of work to get employees acclimated. Companies need to make sure they have:

▶ Interview processes that clearly define roles and expectations
▶ Effective training methods covering every aspect of the job
▶ Managers willing and able to offer feedback and support

SMG's onboard survey measures every facet of the hiring and onboarding process to make sure your new hires are ready from day 1. And when they're not, SMG's alerting tool enables you to be notified in real time, so you can know when and where you're falling short.

Exit

Unfortunately, some employees do leave—even engaged ones. But if you're not measuring and tracking the factors influencing their decisions, you may be leaving the door open on resolvable issues, including:

▶ Unfair scheduling practices
▶ Recurring problems with day-to-day job dynamics
▶ Managerial problems
▶ Culture fit

SMG's exit survey gets you insights on how to reduce turnover straight from the source. And that's important—because hiring and training new employees is expensive.

You can also use open-ended questions to get insights on more granular, employee-specific problems you may not be thinking to measure. And just like Onboard, Exit can be integrated with our alerting tool, allowing you to contact employees who raise issues requiring quick resolution.

20%
of employees are disengaged

WHY DISENGAGED?
30% Poor management
20% Don't feel valued
19% More support needed

WHY ENGAGED?
26% Positive manager interaction
22% Great coworkers
19% Fun work environment

15%
of employees are engaged

VOE

### Always-on Voice of Employee (VoE)

In addition to measuring EX at key milestones, SMG offers VoE feedback solutions for collecting unsolicited, always-on feedback.

By providing front-line employees with this 24/7 outlet, companies can quickly get a read on pertinent topics and react faster. As the employee landscape changes daily, it's important to keep timely feedback in the moment and not have to wait until the next annual survey.

With always-on VoE, your teams are able to:

▶ Surface problems, suggestions, or compliments 24/7—directly from your front line, in real time

▶ Put the data in context with open-ended feedback forms positioned on your brand's intranet, website, or LMS

▶ Streamline the feedback-to-insight process with intuitive text analytics reporting

Employees who feel their voice is heard are **4X MORE LIKELY** to feel emplowered to perform their best work
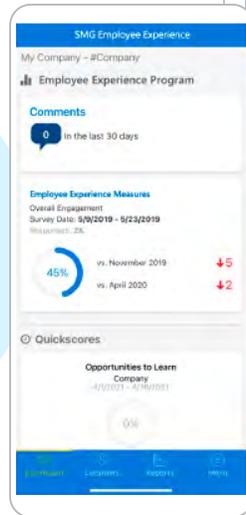
Combine EX + CX

While there's a lot to be gained from investing in your employees, SMG is uniquely suited to take it a step further. We offer our EX client partners the chance to pair their program with our customer experience (CX) programs. Combining the two translates to a more holistic experience management solution that strengthens every link in The Service Profit Chain by allowing you to see transactions from both the employee's and the consumer's point of view.

The smg360 reporting platform makes the connection between programs even more seamless by putting both streams of data into one intuitive format. That means farther-reaching insights, more informed decisions, and more impactful initiatives.
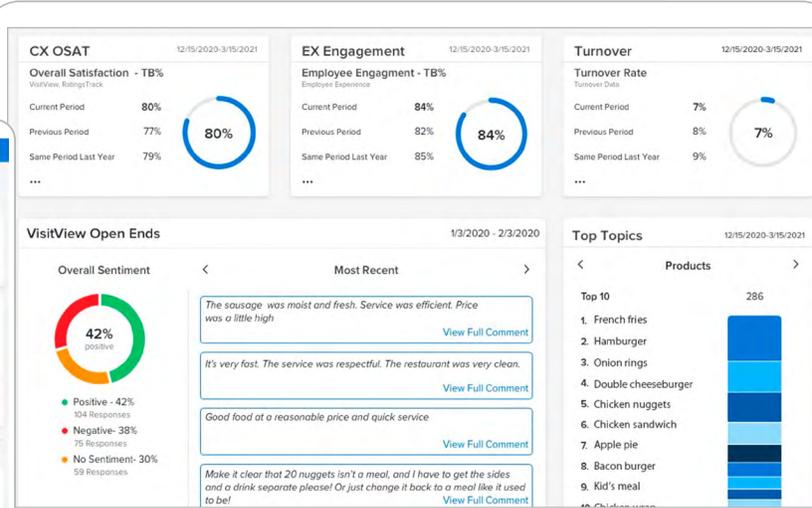
For your employee experience program to create long-term impact, you need to understand and manage the entire employee life cycle. That means measuring with consistency and following through with purpose—along every step. ●

To learn how SMG's employee experience solution can help you understand and manage the entire employee life cycle, contact your SMG team or visit smg.com/contact-us.

service management group®

Kansas City: +1 800 764 0439 | London: +44 (0)20 3463 0700 | Tokyo: +81 (0)3 6432 0871 | smg.com | Connect with us in · f · 🐦